

## "SEE AMERICA FIRST" TO BE 1915 TOURING SLOGAN

Naturally This Country Will See More Native Motorists on Its Roads.

It is my guess that in 1915 many Americans who annually motor abroad will become much better acquainted with their country," commented President John A. Wilson of the American Automobile Association today with a shipload of people who had escaped from the European war zone.

"Granted that we need many miles of real highway to get our road travelers to the sections of the country we are improving our arteries of communication more substantially than in the case even in France, where its network of well built roads will serve the country in the war zone now raging," continued the head of the automobile organization.

"But even the foresight of a Napoleon could not look ahead to the automobile age, and so it is that the surfaces of the most famous French highways have been under the stress of the multiplied traffic of the past few years, a percentage of which has been supplied by road tourists from other countries, and with the United States as the largest contributor. French highways are being repaired to the best method of resurfacing, though it should be kept in mind that practically every French road has a base and is well drained.

"Great Britain has finally realized that there must be a more centralized control and carrying out of a positive provision for coherent direction of the trunk lines. Strange as it may seem, England has not followed France in a centralized control over a national system, but it has suffered from local control of portions of the most used roads. A per cent per mile basis the only sure method of deciding upon the right kind of construction for picking out the main arteries connecting the various sections of a country. England's road board is recommending the establishment of a national system such as exists in France.

"While Germany has gone forward quite rapidly in road progress it has not equalled either France or Britain, though it does possess travelable roads connecting all parts of the empire. Motor vehicles will figure largely in the mobility of the empire now in the field, and in this particular France unquestionably has an advantage over the other Continental countries.

"That many Americans will perform take a year to remain in their home country while the war continues in Europe means that they will become better acquainted with America and realize that its scenic wonders more than compare with what can be found abroad, and while they may find difficulty in reaching Yellowstone Park and getting within its gates, not yet thoroughly comfortable in viewing the snow clad peaks of Glacier

## OVERLAND DEMAND AS STRONG AS IT BEGAN

Silver Finds Keen Interest in Newly Announced Overland Model 80.

Following on the heels of the announcement in the various metropolitan papers last week by the Willis-Overland Company of Toledo reports from C. T. Silver, president of the distributing company in this section, are that never has he seen such interest displayed at this period in a new model. The overland company for the season of 1915, which started August 1, are placing three models on the market, but so far the only one which has arrived here is the Model 80. Taking this into consideration, in conjunction with the effect which other world events are having on business in general, it gives cause for wonder at the stability of the automobile business here.

Silver's entire force is busy every minute of the business day taking care of prospective buyers and actual sales. The real sales, Mr. Silver says, are remarkable, and August bids fair to make another record for his firm in this respect. Reports from his sub-agents in New York State, New Jersey and Connecticut are all charged with enthusiasm and forecast a record business in their respective territories.

## KEEP TIRE PRESSURES UP.

Nothing in the Idea of Partial Deflation, Says Goodrich Man.

"Keep up the air pressure in your tires in hot weather. Don't partly deflate your tires in the belief that hot weather will make them right." This is the advice of M. E. Fassnacht, manager of the adjusting department for the Goodrich Company.

"There is practically nothing to the idea that the air pressure in automobile tires should be reduced during hot weather," says Mr. Fassnacht. "The error of thinking that they must reduce the air pressure in their tires when they are starting a long run on a hot day.

"As a matter of fact atmospheric temperature affects tire inflation to such a degree that absolutely no allowance need be made for it."

Whither Are We Drifting?

From the Chauffeur, do you think you will have to operate on the motor?

The Chauffeur—Yes, I think it should have its huffer cut out.

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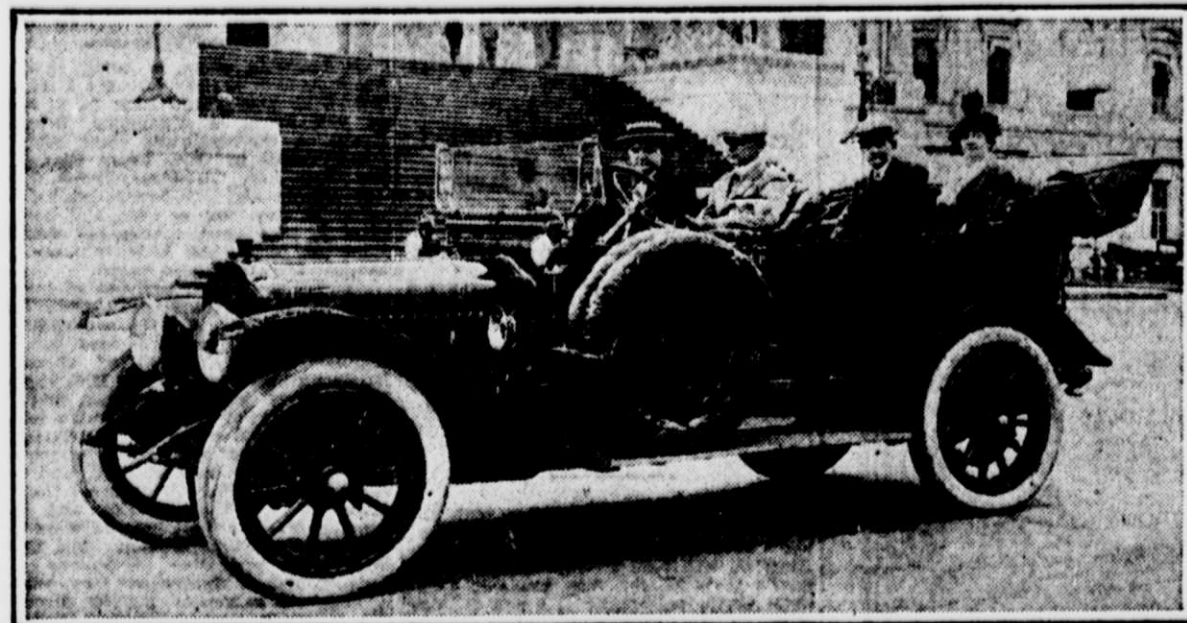
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## Vice-President Marshall a Motorist



One of the familiar sights on the boulevards of Washington is the car belonging to Vice-President Marshall. It is a 6-60 White, equipped with Firestone tires, which conveys the Vice-President from place to place in his round of duties. The above picture shows in the tonneau Mr. and Mrs. Marshall and in front with the chauffeur is the Vice-President's secretary.

## KING AND PRESIDENT INDORSE HIS CHOICE

Capt. Gaunt, R. N., Says They Spoke Well of His Studebaker Six Car.

Having a king on one's publicity staff certainly is a little bit of all right, not to say a president. Let the Studebaker man tell it:

"Several months before the war cloud burst over Europe King George of England sent Capt. C. B. Gaunt of the royal navy on a special mission to the United States. Capt. Gaunt is now in Pittsburgh investigating the various processes of manufacturing armor plates. One of his first places to call was the De Roy Motor Car Company, Pittsburgh Studebaker dealers, where he arranged for the garaging of his Studebaker six, which he had bought in London.

"Of course I must have an American car," Capt. Gaunt told Mr. De Roy. "Why? Well, his Majesty ordered me to, for one reason. 'Live as the Americans do,' he said. 'Make their ways your ways. Be sure to drive an American car. You'd best have it a Studebaker. They are fine, big people, and they'll take good care of you.' So I bought this car and brought it over with me.

"When I called to pay my respects to President Wilson I drove to the White House in my Studebaker car. You may be sure I called the President's attention to it, too. He laughed and said I had done the right thing not only from a policy point of view but from the motorist point of view as well."

"Capt. Gaunt has already done a considerable amount of touring in America and uses his car daily. He expects that his stay will be short and is awaiting immediate service orders which will interrupt the schedule of investigation he had planned to make into American manufacturing as applied to naval construction."

## NEW AUTO TOUR SERVICE.

Blue Book Publishers Amplify the Already Published Information.

A new touring service bureau has been installed at both the New York and Chicago offices of the Automobile Blue Book Publishing Company for the use of owners of the 1914 Blue Book to give advice on any complicated tour. This service covers the entire territory covered by the five volumes—the United States and southern Canada. The character of the information obtainable is complete route itineraries, the shortest and best roads, the scenic sections, the latest road improvements and changes (including temporary detours) and accommodations along the way, etc.

The use of the bureau's service is obtained by means of a card found in this card to either office the owner of the Blue Book is on record as privileged to use the bureau. At the same time a card of identification is sent to him to enable him to obtain the best of service from the various hotels and garages at which he stops. The owner is also furnished with reservation cards for use in securing himself of comfortable accommodations in advance. This has proved of especial help, as motor parties are often greatly embarrassed during the rush season at their failure to find room at the end of a long day's run.

## Reo Export Shipments Held Up.

R. E. Ingersoll, manager of Eastern branches of the Reo Motor Car Company, says that more than 300 Reo pleasure cars and trucks consigned to various foreign ports are indefinitely held up here pending a readjustment of disturbed shipping conditions which have grown out of the European war situation. Included among these is a set of sixteen Reo trucks for shipment to Morocco.

On the other hand local business has never been better in the East at this season of the year. So far the August deliveries of Reo pleasure cars have exceeded the total number delivered for the same length of time in both 1912 and 1913.

## Hudson Cars Are Coming by Express

SPECIAL trains of nine cars, each containing four Hudson automobiles, have been commissioned especially for the A. Elliott Ranney Company, New York Hudson dealers.

Up to date it has been impossible to get the cars into New York by freight and deliver satisfactorily to buyers, owing to the fact that it takes from six to ten days for a shipment from Detroit to arrive in New York. It takes only thirty-six hours by express, and it is to take care of the great volume of orders for these cars that express shipments have been made ever since the first 1915 Hudson car left Detroit. This condition will continue up to about the first of September, and seems to be the strongest kind of commentary on the steadily increasing popularity of the Hudson car.

## SEPARATOR MEASURE NOT YET REPEALED

Mayor Hesitates About Signing, Although Aldermen Voted for It 60 to 1.

When the Board of Aldermen, after some weeks of inquiry and hearing, passed by a vote of 60 to 1 the repeal of the ordinance requiring oil separators in garages, which had been reported favorably by the city welfare committee, the varnished and automobile dealers thought their fight had been won and that Mayor Mitchell would proceed at once to sign the repeal. However, the Mayor has not done this thing and indeed after a hearing a few days ago he went away to Nova Scotia and probably won't sign it for a few days to come. He used to be President of the Board of Aldermen and immediately he is expected to be favorably impressed by the fact that four Borough Presidents and so overwhelming a majority of Aldermen voted for the repeal after so much preliminary discussion.

The Fire Department, which had the ordinance requiring oil separators put in effect four years ago, has been on the defensive in all the recent legislation. At the hearing before the Mayor last week, when W. Holden Weeks, acting Fire Commissioner, appeared to make the contention that to dispense with the ordinance would simply mean adding one more chance of sewer explosions. E. P. Goodrich, borough engineer of Manhattan, displayed a sample of liquor taken from a manhole at First avenue and 10th street, which he said contained 25 per cent gasoline, 10 per cent kerosene and 57 per cent lubricating oil. He did not say if the remaining 5 per cent was gun cotton, stellite, gunpowder, dynamite or choice of soda water. They say the amount which goes from drip pans into drains is negligible. They insist, moreover, that the separators are inefficient and highly expensive, so that to make the ordinance change throughout the city would run into millions.

At the Mayor's recent hearing Aldermen Squires and Spencer, Brooklyn Borough President Pounder and representative of the Merchants Association and the Allied Real Estate interests appeared on behalf of the repeal of the ordinance. The various associations of automobile dealers and garagesmen also were represented.

## TIRES FOR LOZIER OWNERS.

Haupt Selling Them at "Before the War" List Quotations.

"As a result of the war tires have jumped considerably in price," says Harry S. Haupt, the Lozier distributor. "Anticipating this advance in the price of tires I purchased several hundred as soon as there was a rumor of war with a view to protecting my customers, and I am now selling automobile tires to Lozier owners at the list prices they were sold at before the war.

"The effect of the war on tire prices is more far reaching than most people think," continued Mr. Haupt. "At the present time the United States consumes about 45 per cent of all the crude rubber in the world. Out of say 4,000 or 5,000 vessels employed in carrying the world's trade less than 10 per cent are in service to-day, and it is reasonable to assume that when the war is over and the traffic again rubber will form only a small portion of their cargoes for many months to come, and for this reason alone there is going to be a shortage of rubber.

"Outside of this rubber takes from three weeks to three months to cure properly and a certain time has to be taken to manufacture and market a tire, so without taking too gloomy a view of the situation it is a certainty that tires are going to be higher in price for another year at least, and the wise motorist will buy them now before there is another advance in price, which, in my opinion, is bound to come."

## BUSINESS CONDITIONS SHOW AN IMPROVEMENT

Henry B. Joy, Federal Reserve Bank Director, Wires to His Packard Dealers.

"Business and banking conditions improved wonderfully since Wednesday. Reported normal again here by Detroit bankers. We feel no apprehension as to future business conditions. The war scare is largely over. International ocean traffic will be improved daily. Nations which have been consumers of Europe's vast exports must now naturally become patrons of America. Post this on your bulletin board."

This telegram was sent out to all Packard dealers by Henry B. Joy of Detroit, who has just been named as a director of the Federal Reserve Bank of Chicago. The announcement of Mr. Joy's election was made in Washington by the organization committee of the new Federal banking system, of which Chicago is the headquarters for the Seventh district.

Mr. Joy is best known as the president of the Packard Motor Car Company, as chief executive of the Lincoln Highway Association and as a director of the National Chamber of Commerce.

"The Federal reserve banking act is the culmination of years of agitation about defects in our national banking system, which in some respects our nation has outgrown," said Mr. Joy. "The investigation carried on by the Monetary Commission as to the banking and currency systems of foreign nations, and the drafting of a revised scheme of banking for the United States and much discussion about it during the past six or eight years have resulted in the passage by the present Administration of the Federal reserve banking act. This act, it is hoped, will be a great improvement over the national banking act."

"The Federal reserve banking act was much modified from its original form in the present Congress upon the urgent pleas of bankers and business men. There are opportunities for much valuable service to be rendered to national banks and to industry and agriculture in general under the provisions of the act. Every banker and every business man should loyally support its operation, and they are doing so, as I gather, in the belief that the act will entirely prevent such panic scares and business depression as have arisen from time to time in the past."

## TRADE DOINGS.

Hupmobile Adds Two Assistant Managers—New Simplex Man.

Announcement has been made by the Hup Mobile Car Company of the appointment of W. C. Howard to the position of assistant sales manager and Charles E. Buck as assistant advertising manager. The two appointees have had wide experience in their respective lines of work and will assist Sales and Advertising Manager F. J. Mooney in the active building up of the Hupmobile selling campaign for 1915 is outlined by F. J. Mooney, sales and advertising manager. As evidence of the resourcefulness of the Hup Mobile Car Company the officials are planning an intensive sales and advertising campaign throughout South America, as the much over-run European market has been completely closed. It is expected that, due to the international conflict of war, almost every car sold in South America during the coming season will be of American manufacture, and Hupmobiles will be well represented with an added number of men and cars to take care of the increased market.

John G. Dale, manager of the Simplex Automobile Company's New York salesrooms, announces that Harold T. Birnie has joined the Simplex retail sales staff. Mr. Birnie was formerly with the Peerless Motor Car Company in New York.

The anxiety felt at the Detroit offices of the Maxwell Motor Car Company over the whereabouts of the sales manager, Charles F. Redden, has been dispelled by a cablegram from Mr. Redden received by Walter E. Flanders, president of the company. Mr. Redden succeeded in catching the last train which left France for London.

## Big Peerless Car Is a "48-Six"

The line of large six cylinder cars produced by the Peerless Motor Car Company, handled locally by the C. T. Silver Motor Company, is continued this year by the "48-Six," which may be had in an open touring car and a limousine of standard type. A wide variety of special bodies fitted to the individual taste of the purchaser is built on specification.

## Riess Gets Greater Hupmobile Territory

IN recognition of the sales of Hupmobiles made by Charles E. Riess & Co., the New York distributors, the Hup Mobile Car Company of Detroit has included in the 1915 contract signed by Mr. Riess the New Jersey territory as well as additional territory in New York State and Connecticut.

The increase in sale of Hupmobiles made by the New York distributors this year was more than 100 per cent.

Charles E. Riess & Co. will open a branch in Newark at 373 Central avenue, which was formerly occupied by the Hupmobile agency there. Furthermore, an up to date service station will be maintained at that location and a complete line of Hupmobile parts carried in stock.

## JERSEY'S BERKSHIRE VALLEY ATTRACTIVE

Touring Section That Is But Little Known to Motorists.

The Berkshire Valley in New Jersey is a little known section and is particularly attractive at this season. It is situated in Jefferson county, New Jersey, between Lakes Hopatcong and Greenwood. The round trip of 100 miles, as detailed by the Bureau of Tours of the Automobile Club of America, makes an interesting day's run; the State roads and the lake, mountain and rural scenes will delight the motorist.

Access to this valley is by way of Forty-second street ferry, thence by way of the Little Ferry road to Lakes Hopatcong and Greenwood. The round trip of 100 miles, as detailed by the Bureau of Tours of the Automobile Club of America, makes an interesting day's run; the State roads and the lake, mountain and rural scenes will delight the motorist.

Pompton Lake is seen in the distance; a right hand turn takes the motorist across the lake, thence the road winds along the shore and up a valley through Bloomingdale to Newfoundland. Approaching Newfoundland a beautiful reservoir and a waterfall can be seen.

Some of the local motorists might advise the motorist to go to Lake Hopatcong, but in doing this one of the most attractive views of the whole trip is missed. Instead of turning into Oak Ridge take the right hand road and continue along to a beautiful lake. Curve around the right of this lake a short distance and then left, cross an arm of the lake on good gravel road. The scenery which spreads out here is exceptionally fine and the road skirting along the lake, crossing another arm over a slight hill, takes you through woods and returns to the bank of the lake again.

As one approaches the dam the village of Lake Hopatcong is seen. The whole picture is one of rare charm.

The route now leads down the Berkshire Valley on an excellent gravel road equal to macadam, first on one side of the valley, then on the other, and finally the road gradually approaching as one nears Berkshire village.

On arriving at Berkshire village a right turn on a State road goes to Lake Hopatcong, while a left turn brings one over the mountain and across a small valley to Dover. From Dover the road follows the regular Lake Hopatcong route to Denerville.

From Denerville leave the beaten path and pass through the border of the town right out into the woods where, looking out under the trees another valley with hills can be seen.

As the road leads along the Morris Canal, which is crossed and recrossed several times.

On reaching Singac State road is followed through a very attractive lake on the left, Mantle and New River, through Bloomingdale and Belleville; thence over Belleville turnpike to the Hudson County Boulevard, from which the various ferries for Manhattan may easily be reached.

## GOODYEARS AND THE WAR.

Vienna Branch Stock Is Bought Out, Manager Reports.

That Goodyear tires are within the zone of war helping as component parts of agencies employed in the most modern of conflicts is related in a letter from the manager of the Goodyear London branch, through which the European trade of the Goodyear Tire and Rubber Company is conducted.

The War Department of Austria has taken all the tires from the Goodyear stock in Vienna. The London manager writes that he has word from the Vienna agent that "the Goodyear tires were the only ones to be entirely bought outright. It was a clean, outright sale to the Austrian Government."

The Austrian agent has wired London for more tires, which he says will also be purchased by the German authorities of Vienna for equipping automobiles to be used in war.

## AUTO DEALERS TRAP "JOY RIDING" PEST

Man Who Has Stung Many Firms Is Met Up With at Last.

TRIES IT ONCE TOO MANY

And Is Confronted With Other Salesmen He Has Swindled and Fooled.

"Joy riders," folks who have a habit of taking demonstration rides but never buying cars, are not so many now as they were when automobiles were new, but there are still some of them. One of the dealers trapped a joy rider of this sort the other day and he has written to THE SUN to tell how he did it.

This man wrote to the Stewart Automobile Company under date of August 16 asking to have a representative call Monday morning at 10 o'clock sharp to talk over the purchase of a Pullman car. The representative called and was shown into an elaborate apartment. In the music room the salesman and the "prospector" discussed the mechanical features of the car. The salesman was informed that the "buyer" had seen a number of Pullman cars on the road of late and that he liked the car very much. He talked very intelligently about the mechanical features and arranged for a demonstration.

After going over all the details carefully he stated that he was ready to sign the order immediately after the demonstration was received. Realizing that prospects do not purchase so quickly an investigation of the prospect was started. This investigation started by asking questions of the employees of the house. The salesman was informed that about two dozen other companies had already given rides to the color of the prospect. Investigation was carried further and a few dealers asked about the prospect. It was learned that several prominent dealers had obtained signed orders after giving extensive demonstrations. It was not possible, however, to obtain any deposit with the order. The prospect in question was purchasing cars ranging in price from \$600 to \$8,000. In fact, one salesman of a prominent company has an order for a car approaching \$8,000. This particular salesman spent most of last Sunday entertaining and waiting on the prospect.

When all these facts were ascertained the Stewart Automobile Company made an appointment with the man at the salesman, so that he might look over the mechanical features of the car more carefully and decide upon the color of paint, slip covers, etc. The man kept the appointment. In the meantime the other salesmen of the other companies were asked to call and confront the professional joy rider. The salesman of the company which had signed orders amounting to several thousand dollars, even before he had received a demonstration, the automobile dealer called in a policeman and laid the facts before him. The policeman was told that the joy rider was a professional joy rider and that the whole matter was staged and timed so that the professional joy rider would be at once confronted with the officer and his various friends—the salesmen. He fainted and could not talk or offer any explanation. It was necessary to call an ambulance. Then the joy rider realized that the faking could not be carried any further. Previous to the ammonia treatment considerable loss of water was used freely, but needless to say, the "buyer" was not ready to take the demonstration. He promised faithfully not to bother any other companies, but to ask the salesmen to demonstrate if not prosecuted. All the salesmen agreed that they were fully paid for their trouble, although some of them had already spent part of their commissions anticipated from the large order in hand from the man.

He has been posing as a rich South American and lives in a very elaborate apartment. He has worked practically every automobile company along the line during the last several months.

## "SAFETY FIRST" CAR TO TOUR.

Will Travel Around Fitted With Devices Tending to Avoid Danger.

The Safety First Society of New York has hit upon the idea of a nationwide touring campaign with an automobile equipped with devices which tend to make motoring safe. Within the next ten days this car will be started on an extended tour of the Eastern States and will later continue on through the South the Far West. It will carry representatives of the Safety First Society, who will endeavor by methods of preaching the gospel of caution to motorists and other users of the highways along the entire route.

The members of the expedition will call on city officials and prominent citizens in each city visited. In many cases aid and suggestions will be offered by the society's representatives to communities that are interested in cooperating by forming local safety first societies. Suggestions as to traffic regulations, the eight foot rule in passing trolley cars, uniformity of speed laws, muffler cut out ordinances, street cars dimming headlights when approaching automobiles and automobilists doing likewise when passing other automobiles and other precautionary regulations now enforced in numerous cities will be advocated.

Lectures will be delivered by the society's representatives, and as the tour will get wide publicity it is hoped that it will result in more interest in the great national campaign to curb recklessness and to minimize the number of preventable automobile accidents and fatalities.

## New Franklin Car Is Lighter



This cut shows Glenn A. Tidale, head of the Franklin agency here, in a new 6-80. Although larger, with improvements and additional equipment, the car weighs 2,750 pounds. It has electric self-starter, one man top and Goodrich Silvertown cord tires.

## Tires for Lozier Owners.

Haupt Selling Them at "Before the War" List Quotations.

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